



St. John's Institute
ІНСТИТУТ СВ. ІВАНА

JOB POSTING:
PROMOTIONS & EVENTS COORDINATOR
ST. JOHN'S INSTITUTE
11024 82 Avenue
Edmonton, Alberta

St. John's Institute is a 5 ½ storey residence, arts and cultural centre that offers a touch of home, through comfortable living facilities, meeting, and event spaces. Our diverse resident body includes people from all backgrounds and cultures. St. John's Institute is much more than a place to live. Our facility provides access to arts, cultural, and educational experiences that helps our residents make the transition from their family home to independent living.

Located on Whyte Avenue, in the heart of Old Strathcona, in one of Canada's most dynamic arts communities, St. John's Institute is within walking distance of bus routes, the LRT, U of A Hospital, Stollery Children's Hospital, shopping centres, restaurants and more.

SCOPE OF POSITION:

St. John's Institute is seeking a **Promotions and Events Coordinator** to serve as an assistant to the Executive Director, and to provide all administrative services necessary for the promotion and delivery of events and programming offered at, and through, St. John's Institute. **The Promotions and Events Coordinator** will also provide front-line services to internal and external clients, working in tandem with the Executive Director, the Office and Operations Manager, and the Bookkeeper, Housekeeper/Event Set-Up Assistant, to ensure that all events are delivered successfully, with the goal of exceeding the clients' expectations.

DUTIES

EVENT COORDINATION

- Communication with internal and external clients for the purpose of completion of forms (details, logistics) for each special event at SJI
- Ensuring proper staffing for each event, as required
- Communication with kitchen, maintenance and other facility staff for delivery of each event
- Communication with external suppliers for the delivery of events
- Assistance with set-up and preparation for events
- On-site management of events at SJI, both internal (hosted by SJI) and external (hosted by other organizations, individuals and corporations)
- Photography of each event/meeting/workshop on site, for use in newsletters and promotional materials

FINANCIAL:

- Preparation of all information necessary for the creation of quotations, invoices, etc.
- Communication with clients and bookkeeper regarding deposits and final payments

OFFICE ADMINISTRATION AND ASSISTANCE TO EXECUTIVE DIRECTOR

- Correspondence, telephone enquiries and general office administration connected to events taking place at St. John's Institute
- Recording of modifications to contracts and requests for special events
- Other administrative duties as necessary

COMMUNICATION & PROMOTIONS

- Creation of content for website and public display system updating
- Creation of content for, and frequent updating of Facebook, Twitter, and other social media
- Creation and distribution of Community Updates (event-based), plus development of database of recipients for communications materials
- Creation of advertising for Spacefinder.com and other electronic promotional services that will help to sell the programs and services offered by SJI
- Research on additional forms of promotion not currently in use by SJI
- On-line posting of events through all available channels (UCC-APC, ACUA, and non-Ukrainian community avenues)
- Production of promotional copy and graphics for all events and programs, internal and external
- Research on specific audiences and niche markets for special events; generation and maintenance of contact information and spreadsheets
- Evaluation forms and surveys distributed to all organizations and individuals booking events
- Writing of articles and compilation of photos for quarterly newsletter
- Preparation and distribution (bulk delivery, mailing) of quarterly newsletter
- Delivery and distribution of all promotional materials, as needed, per project
- Preparation of electronic presentations, videos and other electronic material
- Preparation of display materials for conferences, presentations, etc.
- Acquisition of quotes for, and submission of advertising to, media
- Assistance with the creation and delivery of press events
- Creation of ad copy for radio, graphic materials for newspaper and signage, and assistance with the coordination of television advertising

SKILLS and CHARACTERISTICS OF THE IDEAL CANDIDATE:

- Ability to work independently and/or as part of a team, assisting when and where necessary, with ultimate regard for the goal to be achieved and respect for the institution and organization behind it
- Excellent knowledge of spoken and written English (Ukrainian is an Asset but not required)
- Experience writing for promotional purposes
- Graphic design skills required (photo editing, web graphic optimization, creation of posters/signs/newsletters) using the Adobe suite of tools (Photoshop, Illustrator, InDesign)
- Experience with several forms of social media and content management systems [CMS] (including but not limited to: Twitter, Facebook, WordPress and DotNetNuke)
- Willingness to upgrade computer skills as necessary, at own cost
- Adaptable to change and a changing workplace environment; able to maintain productivity and deal with problems and challenging situations without losing perspective and control over work quality
- Ability to work as quickly as the situation requires
- Flexible, energetic, positive, tenacious
- Self-starter and creative problem-solver
- Able to change focus quickly and easily, while maintaining control of multiple projects simultaneously
- Able to initiate and follow a project through to completion
- Takes ownership of each project assigned, and takes personal responsibility for its outcome
- Passionate about the job and takes pride in the success of the organization and institution
- Perceptive and intuitive, as regards the needs of clients and staff team members
- Strong organizational skills and attention to detail

QUALIFICATIONS AND EXPERIENCE:

- Completion of post-secondary education in graphic design, promotions or writing
- Administrative office experience an asset
- Experience coordinating and managing special events
- Post-secondary certificate, degree or diploma or equivalent training and/or experience
- Driver's license and own vehicle

- Bondable

START DATE: Immediately.

SALARY RANGE: \$36,000 - \$45,000 annually, depending on experience, proficiency and references

TYPE OF POSITION:

- Full-time, continuing
- 40 hours per week, including occasional weekend hours for special events and projects;
- 2 weeks' paid vacation per year

APPLICATION DEADLINE: May 10, 2013, or as soon as an appropriate candidate is selected.

Please submit cover letter, resume and samples of graphic design materials as well as URLs to previously managed websites, Facebook pages, and Twitter accounts by mail, email or fax, to:

Suzanna Brytan, Executive Director
St. John's Institute
11024 82 Avenue
Edmonton, Alberta, Canada
T6G 0T2
suzannab@stjohnsinstitute.com
www.stjohnsinstitute.com
Fax: (780) 439-0989

Only those applicants selected for an interview will be contacted. For more information, please call Suzanna Brytan at (780) 809-3771. Thank you for your interest in this position.